



# TANZANIA COMMUNICATION REGULATORY AUTHORITY



## DOT TZ ACCREDITED REGISTRARS' KEY PERFORMANCE INDICATORS

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JULY, 2023

**THE ELECTRONIC AND POSTAL COMMUNICATIONS (DOMAIN NAMES MANAGEMENT)  
(AMENDMENT) REGULATIONS, 2023  
TZ ACCREDITED REGISTRARS' KEY PERFORMANCE INDICATORS  
(Made pursuant to Regulations 6 and 7)  
Document No: TCRA/DICT/CRT/ACC-REG-KPI/0012023  
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## 1.0 INTRODUCTION

Tanzania Communications Regulatory Authority (TCRA) is a quasi-independent Government body established under the Tanzania Communications Regulatory Act [Cap 172], responsible for regulating Tanzania's telecommunications, broadcasting and postal sectors. Section 79 of the Electronic and Postal Communications Act (EPOCA) confers upon TCRA the role of regulating all electronic communication numbering and electronic addresses and ensuring efficient use by, among others; performing an oversight role on the management of the .tz ccTLD.

TCRA is the sponsoring entity delegated by the Internet Corporation for Assigned Names and Numbers (ICANN) to administer and manage the .tz domain name registry. The registry management is governed by the Electronic and Postal Communications (Domain Name Management) Regulations, 2020.

Registries worldwide have adopted a 3R model, where registries and registrars collaborate in day-to-day operations. Like other registries globally, the .tz registry uses accredited registrars to register domain names on its behalf. The accredited registrars are the main and only distribution channel for the .tz domain names. They are strategic partners to the registry as they sell services that add value and bring domain names to life.

## 2.0 OBJECTIVE OF DOT TZ ACCREDITED REGISTRARS' KEY PERFORMANCE INDICATORS.

The Dot TZ Key Performance Indicators for accredited Registrars measure accredited Registrar's performance in terms of services offered, customer support, creativity, marketing and promotion, and volumes of domain registration. Measurement and review of key performance indicators will serve the following goals;

- i. To measure the performance of accredited registrars.
- ii. To reward and recognize best performing accredited registrars.
- iii. To have efficient accredited registrars.

- iv. To establish a transparent process to revoke accreditation to non-performing registrars.

### **3.0 RESPONSIBILITIES**

The responsibilities of the parties involved are as follows;

#### **3.1 Responsibilities of the Registry (The Authority)**

- i. To process accreditation applications of registrars.
- ii. To provide and maintain a registration system.
- iii. To ensure the availability, maintenance, and performance of the registry system.
- iv. To provide training on the usage of the registry system.
- v. To participate in the marketing and promotion of the Dot TZ domain names.
- vi. To develop key performance indicators of accredited registrars.
- vii. To evaluate the performance of accredited registrars.

#### **3.2 Responsibilities of Accredited Registrars**

- v. To provide domain registration services as guided by the registry's rules, regulations and guidelines.
- vi. To provide value-added services to domain names such as DNS, email and web hosting, digital certificates and other related services.
- vii. To promote usage of Dot TZ domain names.
- viii. Accredited registrar shall endeavor to meet the key performance indicators set by the Authority.

### **4.0 KEY PERFORMANCE INDICATORS.**

Dot TZ Accredited Registrars Key Performance Indicators are measurable parameters that provide how effectively Dot TZ accredited registrar is achieving key objectives of domain name registration, domain names renewal, customer's retention, compliance to regulations and guidelines and marketing and publicity of Dot TZ domain names.

## 5.0 IDENTIFIED DOT TZ ACCREDITED REGISTERS KEY PERFORMANCE INDICATORS

S/N	KEY PERFORMANCE INDICATOR	MEASUREMENT	PERFORMANCE TARGET	PURPOSE
1.	Customer Care	<ul style="list-style-type: none"> <li>Number of complaints received by authority from domain holders</li> <li>Number of Dispute Resolution Cases.</li> </ul>	<ul style="list-style-type: none"> <li>Good support of customers</li> <li>Domain names services automation</li> </ul>	<ul style="list-style-type: none"> <li>To assure the best customer experience to .tz domain names holders</li> </ul>
2.	Domain names Registration	<ul style="list-style-type: none"> <li>Number of domain names registered per registrar's account</li> </ul>	<ul style="list-style-type: none"> <li>Accredited registrar shall register at least 10 domain names per month and 120 domain name per annum</li> </ul>	<ul style="list-style-type: none"> <li>Increase the number of domain names registered</li> </ul>
3.	Domain names renewal	<ul style="list-style-type: none"> <li>Number of total domain names per registrar's account</li> </ul>	<ul style="list-style-type: none"> <li>Accredited registrar shall renew at least 90% of domain names per annum</li> </ul>	<ul style="list-style-type: none"> <li>Domain names retention.</li> <li>Promote continued usage of .tz domain names</li> </ul>
4.	Domain names Deletion	<ul style="list-style-type: none"> <li>Number of domain names deleted per registrar's account</li> </ul>	<ul style="list-style-type: none"> <li>Accredited registrar shall ensure the availability of measures to reduce domain deletion rate not to exceed 10% of total number of domain names per annum.</li> </ul>	<ul style="list-style-type: none"> <li>Domain names retention.</li> <li>Promote continuous usage of .tz domain names</li> </ul>
5.	Publicity and Marketing of Dot TZ	<ul style="list-style-type: none"> <li>Number of posts on registrar websites, blogs and social media pages advertising Dot TZ domain names</li> <li>Use of accredited registrar's logo</li> </ul>	<ul style="list-style-type: none"> <li>Publish at least three (3) posts per week advertising Dot TZ domain names.</li> <li>Registrars indicate they are Dot TZ Accredited registrars on their main website.</li> </ul>	<ul style="list-style-type: none"> <li>Increase the number of domain names registered</li> <li>Promote continued usage of .tz domain names</li> </ul>
6.	Compliance	<ul style="list-style-type: none"> <li>Correct WHOIS records</li> <li>Personal data protection</li> </ul>	<ul style="list-style-type: none"> <li>The accredited registrar shall ensure 100% compliance with Tanzania Laws, regulations and</li> </ul>	<ul style="list-style-type: none"> <li>Reduce the number of disputes</li> </ul>

		<ul style="list-style-type: none"> <li>Regulation and guidelines compliance</li> </ul>	<p>guidelines issued by the Authority.</p>	<ul style="list-style-type: none"> <li>Improved customer experience</li> </ul>
7.	Automation	<ul style="list-style-type: none"> <li>Domain registration, renewal, and update process is fully automated including payments.</li> </ul>	<ul style="list-style-type: none"> <li>Process to be 100% Automated</li> </ul>	<ul style="list-style-type: none"> <li>To ensure online availability of domain names to keep up with generic domain names.</li> </ul>
8.	Services Offered	<ul style="list-style-type: none"> <li>DNSSEC services.</li> <li>IPv6 services.</li> <li>Anycast DNS services</li> </ul>	<ul style="list-style-type: none"> <li>Published DS records</li> <li>IPv6-ready DNS servers, Websites, or Email Servers</li> <li>DNS instances globally.</li> <li>.</li> </ul>	<ul style="list-style-type: none"> <li>To ensure uptake of new DNS services for security and transition.</li> </ul>
9.	Local Hosting	<ul style="list-style-type: none"> <li>Local Presence DNS servers</li> </ul>	<ul style="list-style-type: none"> <li>Provide locally hosted DNS servers.</li> <li>Availability at local Internet Exchange Points</li> </ul>	<ul style="list-style-type: none"> <li>To retain local traffic within Tanzania for improved latency, save forex, security, and end-user quality of experience.</li> </ul>



## 6.0 WEIGHTED IDENTIFIED DOT TZ ACCREDITED REGISTERS KEY PERFORMANCE INDICATORS

S/N	KEY PERFORMANCE INDICATOR	MEASUREMENT	FORMULA	PERFORMANCE TARGET	WEIGHT
1.	Customer Care	<ul style="list-style-type: none"> <li>Number of complaints received by authority from domain holders</li> <li>Number of Dispute Resolution Cases.</li> </ul>	<ul style="list-style-type: none"> <li><math>\frac{\text{No. of Complaints Received + Dispute against Registrar}}{\text{No. of total domains registered}} * 15\%</math></li> </ul>	<ul style="list-style-type: none"> <li>Good support of customers</li> <li>Domain names services automation</li> </ul>	15%
2.	Domain names Registration	<ul style="list-style-type: none"> <li>Number of domain names registered per registrar's account</li> </ul>	<ul style="list-style-type: none"> <li><math>\frac{X}{120} * 15\%</math> Where x = no. of domains registered annually.</li> </ul>	<ul style="list-style-type: none"> <li>Accredited registrar shall register at least 10 domain names per month and 120 domain per annum</li> </ul>	15%
3.	Domain names renewal	<ul style="list-style-type: none"> <li>Number of total domain names per registrar's account</li> </ul>	<ul style="list-style-type: none"> <li><math>\frac{\text{Number of domains renewed}}{\text{number of domains due to expired}} * 0.17</math> where 0.17 = Weight (15) / 90</li> </ul>	<ul style="list-style-type: none"> <li>Accredited registrar shall renew at least 90% of domain names per annum</li> </ul>	15%
4.	Domain names Deletion	<ul style="list-style-type: none"> <li>Number of domain names deleted per registrar's account</li> </ul>	<ul style="list-style-type: none"> <li><math>\frac{\text{Number of domains deleted}}{\text{number of domains due to expired}} * 1</math> where 1 = Weight (10) / 10</li> </ul>	<ul style="list-style-type: none"> <li>Accredited registrar shall ensure availability of measures to reduce domain deletion rate not to exceed 10% of total number domain names per annum.</li> </ul>	10%
5.	Publicity and Marketing of Dot TZ	<ul style="list-style-type: none"> <li>Number of posts on registrar websites, blogs and social media pages advertising Dot TZ domain names</li> </ul>	<ul style="list-style-type: none"> <li>Registrar to produce proof of advertisements under the reviewed period. <math>(52*3)</math> ads = 10% i.e., <math>x/156 * 10\%</math>, where x = number of posts.</li> </ul>	<ul style="list-style-type: none"> <li>Publish at least three (3) posts per week advertising Dot TZ domain names.</li> </ul>	10%

		<ul style="list-style-type: none"> <li>• Use of accredited registrar's logo</li> </ul>		<ul style="list-style-type: none"> <li>• Registrars clearly indicate they are Dot TZ Accredited registrars on their main website.</li> </ul>	
6.	Compliance	<ul style="list-style-type: none"> <li>• Correct WHOIS records</li> <li>• Personal data protection</li> <li>• Regulation and guidelines compliance</li> </ul>	<ul style="list-style-type: none"> <li>• 0 compliance issues reported or noted by the registry.</li> </ul>	<ul style="list-style-type: none"> <li>• The accredited registrar shall ensure 100% compliance to Tanzania Laws, regulations and guidelines issued by the Authority.</li> </ul>	10%
7.	Automation	<ul style="list-style-type: none"> <li>• Domain registration, renewal, and update process is fully automated including payments.</li> </ul>	<ul style="list-style-type: none"> <li>• Full Automation (end-to-end) = 1</li> <li>• Non-Automated = 0</li> </ul>	<ul style="list-style-type: none"> <li>• Process to be 100% Automated</li> </ul>	10%
8.	Services Offered	<ul style="list-style-type: none"> <li>• DNSSEC services.</li> <li>• IPv6 services.</li> <li>• Anycast DNS services</li> </ul>	<ul style="list-style-type: none"> <li>• DNSSEC = 1.7%</li> <li>• IPv6 = 1.7%</li> <li>• Anycast = 1.6%</li> </ul>	<ul style="list-style-type: none"> <li>• Published DS records</li> <li>• IPv6-ready DNS servers, Websites, or Email Servers</li> <li>• DNS instances globally.</li> <li>•</li> </ul>	5%
9.	Local Hosting	<ul style="list-style-type: none"> <li>• Local Presence DNS servers</li> </ul>	<ul style="list-style-type: none"> <li>• Local Presence = 1</li> <li>• Abroad = 0</li> </ul>	<ul style="list-style-type: none"> <li>• Provide locally hosted DNS servers.</li> <li>• Availability at local Internet Exchange Points</li> </ul>	5%



## 7.0 SCORE CATEGORIES

- Outstanding Performance
- Above Average Performance
- Average Performance
- Below Average Performance
- Poor Performance

## 8.0 REWARDS AND PENALTIES

### 8.1 REWARDS

The best-performing registrar will be awarded the Registrar of the Year award and will receive the following rewards: -

- Published on the front page of the Karibu portal for the reigning period
- Appear on the number one slot of the list of registrars. The list will be as per the performance of registrars.

### 8.2 PENALTIES

- Poor-performing registrars will be under three years' review before they are deaccredited.

## 9.0 EXPECTED RESULTS

The Authority will use the above KPIs to evaluate the performance of the Accredited Registrars to provide the Registrar of the Month and ultimately Registrar of the Year. The Authority will award the performing registrars annually and through different categories. Consequently, the Authority will use the same KPIs to penalize those registrars failing to meet the minimum requirements in three consecutive months. The Authority will send letters of warning monthly and ultimately terminate a registrar's accreditation after the third month of evaluation.

The Authority will use these KPIs to measure its performance in maintaining the Dot TZ communication resource and evaluate the impact of this resource on the Internet ecosystem.



## Contact Us

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